



**Earth
Bridge**

Initial Plan for communication, dissemination, and exploitation plan

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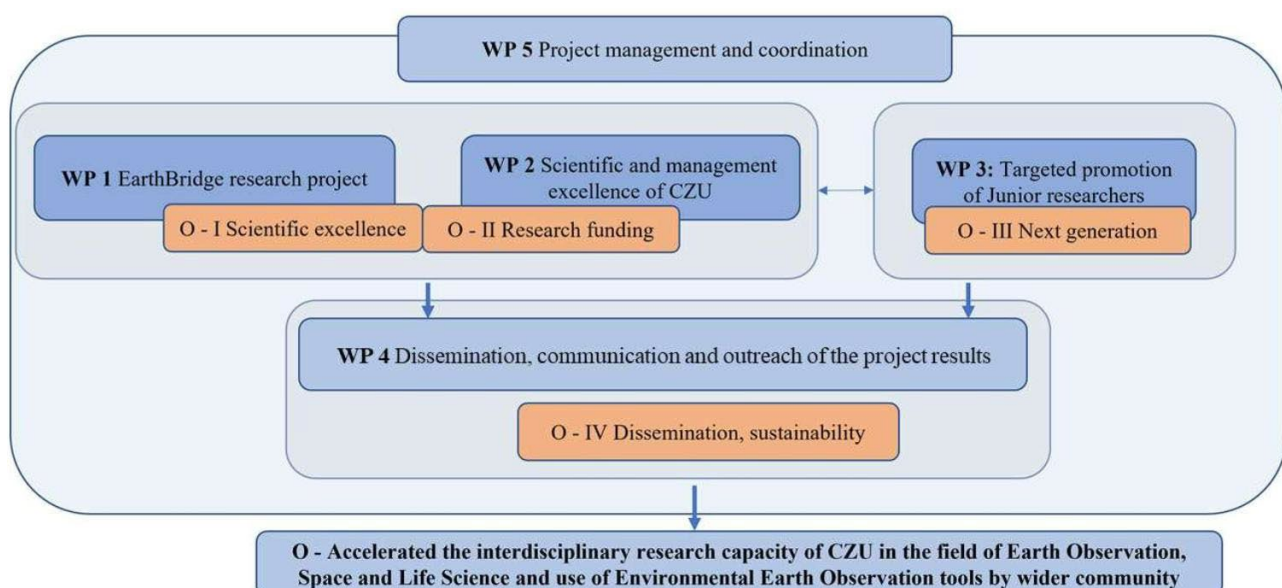
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Project Abstract

Earth Observation (EO) has become one of the most important methods for regularly obtaining standardised information about the Earth's environment and is, therefore, essential for addressing climate change, biodiversity loss, and other societal challenges. However, the full utilisation of EO is still limited. This is especially due to (1) a lack of experts in the field of EO with background in environmental sciences as well as (2) a lack of general awareness of the potential of EO in the field of environmental sciences or policy support and implementation. Universities play an essential role in bridging such knowledge and communication gaps by conducting research, developing new methods, and training new professionals. The proposed project (EarthBridge) aims to: (i) substantially increase the interdisciplinary research capacity of the Czech University of Life Sciences Prague (CZU) in the field of environmental EO; (ii) and to further improve the use of environmental EO tools by a wider community, through twinning with two internationally leading universities: Technische Universität Dresden (TUD) in Germany, and Alma Mater Studiorum - Università di Bologna (UNIBO) in Italy. EarthBridge focuses on the development and application of environmental assessment methods for the monitoring, restoration, and conservation of biodiversity in agricultural landscapes, a research topic of high relevance to Europe. The project will benefit from ongoing research activities that will feed into it existing EO data. Ways to achieve the bridging will include staff exchanges; scientific training and training to prepare research proposals; organisation of a summer school and scoping for a joint study programme; a synthesis project for early-career researchers; and involvement of regional/national institutions according to their needs or requirements.



Executive Summary

The present document gives an overview of Earth Bridge's approach to both Communication and Dissemination. Communication is an essential activity for the success of any project. EarthBridge adopts a systematic approach to communicating the project, its context and its results to specialised stakeholders and the wider public. This raises awareness about the project, the research challenges it addresses, and the benefits of collaborative research and funding. The communication activities also support the Dissemination and Exploitation activities. For a Research and Innovation Action, such as EarthBridge, funded under the EU's Horizon Europe research and innovation programme, dissemination of results and IPR management are key aspects during and after the project's lifetime. Dissemination is important for sharing results with other potential users while not precluding the possibility of commercial exploitation of the results by the project partners. Successful dissemination contributes to the progress of science in general and strengthens the social capital of the European Union.

List of abbreviations

Acronym / Short Name	Meaning
CDE	Communication, Dissemination and Exploitation
CZU	Czech University of Life Sciences
EO	Earth Observation
EU	European Union
RS	Remote Sensing
TUD	Technische Universität Dresden
SAB	Stakeholder Advisory Board
UNIBO	Università di Bologna

1. Introduction

In Horizon Europe-funded projects, communication, dissemination and exploitation are contractual requirements as well as important elements that can have multiple benefits for the project. Examples include increasing the visibility of the research, enhancing the participating partners' reputations, and helping stakeholders gain understanding of the topic and its importance of the bigger picture in the context of which the project takes places. It also allows partners to sharpen their profile within the scientific community, derive economic benefits, and has the potential to attract users of the project results. More generally, these measures can help strengthen the research and innovation landscape in Europe and to spread knowledge that can be built upon by others [1].

When it comes to project results, the participants in the project must decide what they will do with them. After all, there was a reason for undertaking the project in the first place. Usually, project partners already have a good notion of what the expected results are and how they will be further utilised by the various partners. These are in effect considerations about exploitation and/or dissemination.

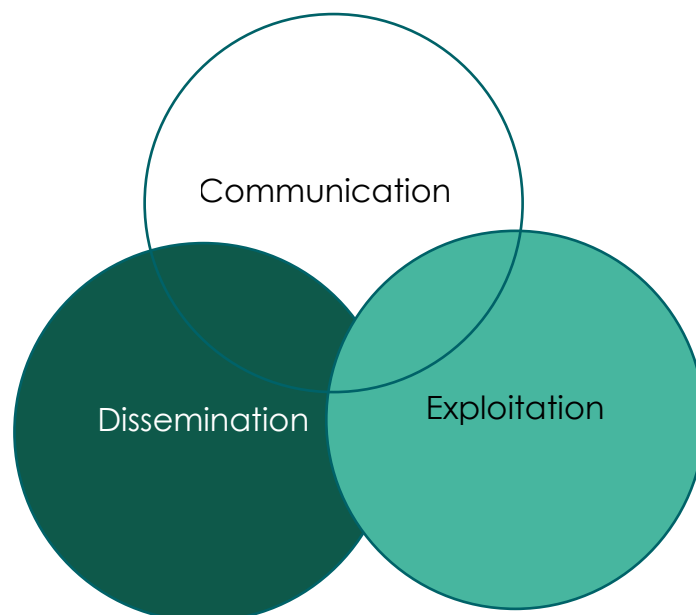


Figure 2: Interconnectedness of Communication, Dissemination and Exploitation

All three aspects - communication, dissemination and exploitation - are interconnected as shown in Figure 2. Drawing sharp boundaries between them is difficult, and EarthBridge does not attempt to do this. Nevertheless, these domains as applied in EarthBridge are described across the following documents:

- D4.1 Initial Plan for communication, dissemination, and exploitation
- D4.2 EarthBridge Website
- D4.3 Project flyer, poster and roll-ups
- D4.4 1st Report on Joint project opportunities
- D4.6 Updated Plan for communication, dissemination, and exploitation
- D4.7 Final Plan for communication, dissemination, and exploitation
- D4.8 2nd Report on Joint project opportunities

Terminology

In keeping up with the guidance provided by the European Commission [2], EarthBridge uses the following definitions for the terms 'dissemination', 'exploitation' and 'communication'.

- **Dissemination** means sharing research results with potential users - peers in the research field, industry, other commercial players and policy-makers. By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general;

- **Exploitation** is the use of results for commercial purposes or in public policy making;

- **Communication:** The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange. (This is also a part of the Grant Agreement.) With communication activities, you call the attention of multiple audiences to your research (in a way that non-specialists can understand) and address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- ✓ Transnational cooperation in a European consortium (i.e., how working together has achieved more than was otherwise possible)

- ✓ Scientific excellence

✓ Contributing to competitiveness and to solving societal challenges (e.g., impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community).

Scope of the document

This document explains the approach to and planning for communication and dissemination for EarthBridge. Section 2 focuses on EarthBridge's external communication strategy. Communication within the project consortium and necessary for the coordination and execution of the project is not included here; it is covered by D5.1 Annual Project Management plan 2023. The dissemination strategy is covered in Section 3, where we describe the approach taken by defining the dissemination objectives, narrowing down the appropriate stakeholders, and showing the methods and means that will be used to reach them successfully and to disseminate project results.

2. Communication Strategy

Communication is a measure that supports the technical activities of a project and runs from the beginning to the end of the project. It improves the likelihood that the project will meet its goals and may enhance the quality of the project as a process, as well as enlarge the circle of people that may benefit from the results. The main purpose of the EarthBridge communication strategy is to establish a systematic approach for the communication activities that support the goals of the project.



Figure 3 provides an overview of the sequence and structure of the planning, which will be elaborated in this section. Altogether, the communication strategy will define the goals, objectives, and stakeholders (target audiences), develop the appropriate messages for each stakeholder group, and select the appropriate media and communication channels to deliver those messages. Finally, the effectiveness of communication measures will be measured through key performance indicators (KPIs). The strategy will serve as a guideline and overall approach for the EarthBridge partners' communication activities.

Goals and Objectives

Communication should provide appropriate and comprehensible information to several stakeholders – including the public at large – about the project goals, its results, and how these contribute to increasing its visibility and to meeting the research challenges of the programme within the Horizon Europe framework.

The objectives of the EarthBridge communication plan are to:

- Maximise the project's visibility and inform the public of its goals, achievements, impacts and results
- Make training material easily accessible, especially for early-career researchers
- Present the project at selected national and international events
- Establish the Stakeholder Advisory Board

- Organise a final dissemination workshop at EU level in Brussels

The Communication plan is documented below. Progress will further be documented in *D8.4 Final Dissemination Report*. Actual activities will be visible in the social media channels employed, as well as in the physical and digital materials produced and disseminated. The following sections describe the activities that we plan to carry out to reach the above objectives.

Audience: Stakeholder definition

In the first phase of the dissemination strategy, the crucial target groups for whom the project is potentially of interest need to be identified. These key stakeholder groups are listed below. Table 1 gives a brief definition of each stakeholder, discusses the reasons for identifying them as such and lists some of the most likely ways to reach them through communication measures.

Target group	Relevant Stakeholders
Target group	General public: Citizens, High schools, NGOs and others
Communication and dissemination objectives	Successfully bridging processes in the application of innovative EO methods in environmental sciences
EarthBridge communication and dissemination channels	EarthBridge website, social media, public events and fairs, e-learning
Target group	National Secretariat of COPERNICUS, Nature Conservation Agency of Czechia, Czech Environmental Information Agency, European Union Agency for the Space Programme (EUSPA)
Communication and dissemination objectives	Actively involve national authorities in the research project and in the Stakeholder Advisory Board to support the development of strategies for the participation of researchers in long-term and applied research
EarthBridge communication and dissemination channels	Direct communication (where applicable): phone, e-mail, face-to-face interactions, networking, study tours, field trips

Target group	Policy makers: Czech Ministry of the Environment, Czech Ministry of Transport, Saxon State Office for Environment, Agriculture and Geology, Technology Agency of the Czech Republic
Communication and dissemination objectives	Obtain valuable insights from policy-makers, which aim to improve relevant national policies and decision-making processes
EarthBridge communication and dissemination channels	Stakeholder Advisory Board meetings, research summaries, direct communication (where applicable): phone, e-mail, face-to-face interactions, networking
Target group	University Researchers
Communication and dissemination objectives	Strong and long-term involvement of researchers beyond EarthBridge by encouraging dialogue, receiving feedback and exchanging knowledge and best in practices
EarthBridge communication and dissemination channels	EarthBridge website, social media, direct communication (where applicable): phone, email, face-to-face interactions, networking, tours to study sites, summer school, research publications
Target group	Private sector: Association of Private Farming of Czechia, Private companies related to EO technology development and innovation, Central Bohemian Innovation Centre, Farmers
Communication and dissemination objectives	Spread knowledge and increase potential use of EO "in the field" for end - users such as farmers and open the way for new cooperation
EarthBridge communication and dissemination channels	EarthBridge website, social media; direct communication (where applicable): phone, email, face-to-face interactions, networking, visits to study sites, regular conferences such as Colourful Landscapes.

Table 1: Target groups and D&C tools

Tasks implemented under WP4

Work Package 4 is dedicated to communication, dissemination and exploitation and the project leader CZU is responsible for the implementation of all the activities and actions related to this work package. The following table shows relevant tasks set in the project proposal:

Task No.	Description	Due Month
4.1	Plan for dissemination, exploitation, and communication	6 / 17 / 36
4.2	Project website	3
4.3	Project dissemination material	3
4.4	Presentations at national and international conferences, fairs, scientific workshops and other relevant events	3 - 36
4.5	Media, press work, social networks	3 - 36
4.6	E-learning courses	18 - 36
4.7	Scientific conference on opportunities and challenges of environmental EO	30 - 34
4.8	European Dissemination Workshop	33 - 36

Table 2

Messages

Having identified its main stakeholders, EarthBridge will develop appropriate messages for the identified target groups. It is too early to give an exhaustive list of messages at this stage of the project. However, some indicative ideas can be presented, noting that these will be developed and refined during the project, especially once technical developments are more advanced.

In line with objective of Work Package 4 “**Dissemination, communication and outreach of the project results**”, appropriate messages may focus on:

- ⇒ EarthBridge research capacity in the field of Earth Observation, Space and Life Science and use of Environmental Earth Observation
- ⇒ Increasing scientific and management excellence of CZU

- ⇒ Promotion of Junior researchers from CZU, TUD and UNIBO
- ⇒ Showing how working together in a consortium achieves more than otherwise possible
- ⇒ Demonstrating scientific excellence
- ⇒ Demonstrating how the research and innovation in the project contribute to solving societal challenges (impact on everyday lives, better use of results and communicate this to policy-makers, agriculture and the scientific community).

Timing of messaging activity

EarthBridge's messaging timing is conducive to supporting the project's goals, meaning is not undertaken randomly during the project, but rather when certain events occur, for instance:

- ⇒ an important milestone is completed
- ⇒ a public project deliverable or dissemination item (journal paper, etc.) is published
- ⇒ a communication or dissemination activity undertaken by EarthBridge should be advertised (e.g., presentation at a conference or workshop)
- ⇒ a Management Board/Stakeholder Advisory Board meeting is taking or took place
- ⇒ there are noteworthy news/results worth communicating (e.g., the success of the summer school)

Media & Means

'Media and means' refers to selecting the right means and channels through which to convey the selected messages to the appropriate stakeholders. Since these messages will often come in a visual and verbal form, it is expedient to establish a consistent project identity for the project's communication materials.

Mandatory information and disclaimer

The communication and information material (letters, faxes, e-mails, brochures), in any form, including electronic, related to the project shows the

EU-MERCI logo and the EU Emblem, which should be given appropriate prominence¹ when displayed with the project logo or any other logos.



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EU Logo

All partners should indicate at all times that the project received funding from the European Union by including the statement: *“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them.”*

Besides, any dissemination of results must indicate that it reflects only the author's view and that the Agency (INEA) is not responsible for any use that may be made of the information it contains. In addition, each partner *should ensure the correct use of the EU logo, of the right information clause about EU funding and of the disclaimer.*

¹For additional information about the use of the EU logo:
https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Horizon Europe – Dissemination and exploitation Requirements

Dissemination and exploitation are implemented in accordance with EU requirement as per EarthBridge grant agreement. The EU requirements, instruction and support can be followed here https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en

There are some useful links for the support materials related to Communication and Exploitation:

[Quick guide on communication, dissemination and exploitation](#)

<https://open-research-europe.ec.europa.eu/>

<https://openscience.eu/>

<https://openscience.eu/>

Project identity

The project identity provides a standard “look and feel” for the project media and communication materials. This ensures a consistent and recognizable look from a visual and a language perspective. The project identity comprises three main elements:

- a project logo;
- colour palette to be used in logo and documents;
- a set of standard document templates for deliverables, presentations, etc.

Project logo

For ease of identification, the project has adopted a logo and guidelines for its use (Figure 4). The logo design was inspired by the key thematic areas of the project. There are two main version: one with the project acronym and a second one with the full project title. The logo is available in different colour variations and with different colour backgrounds.

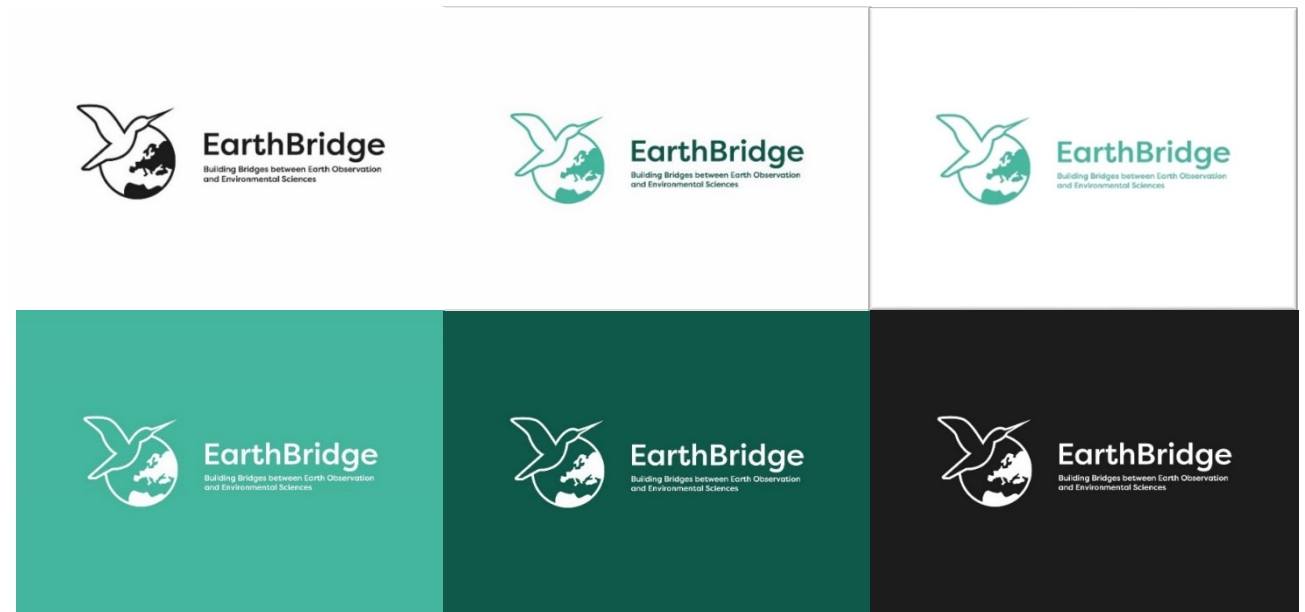
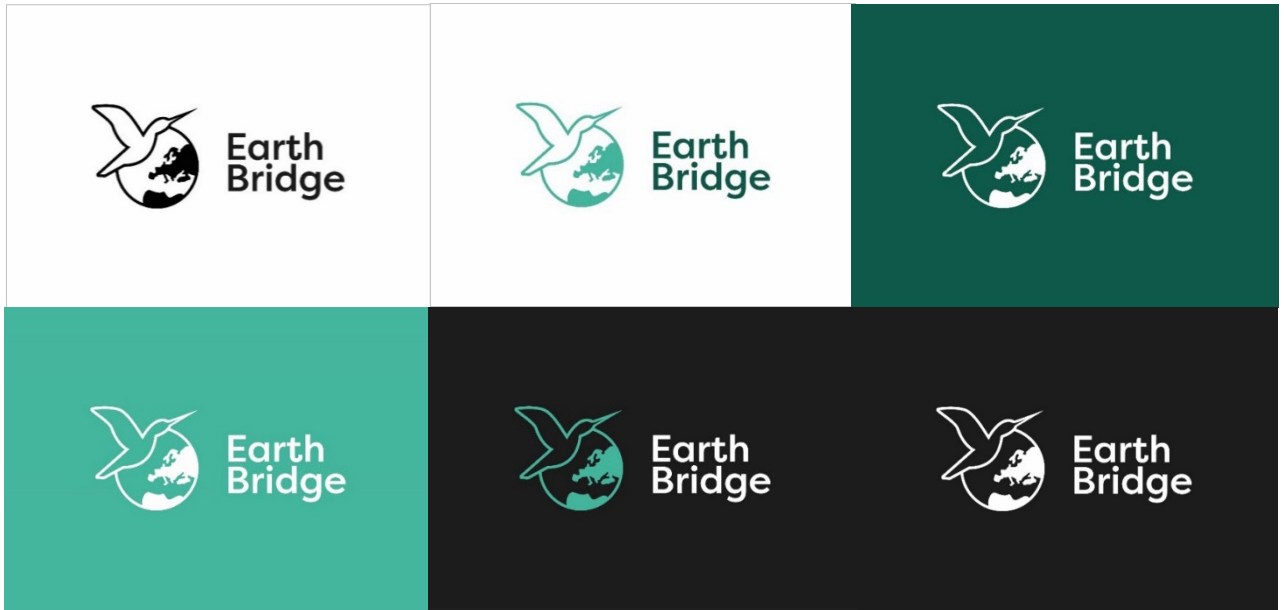
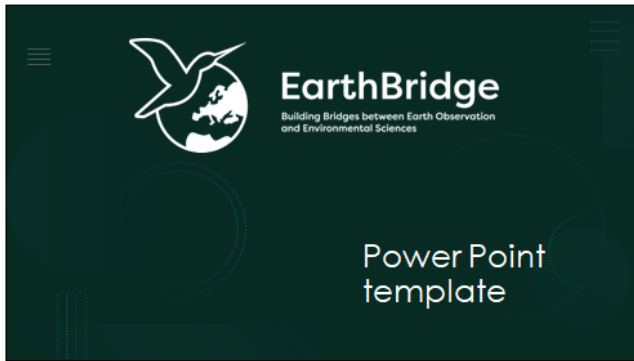


Figure 4: Project logo in various colour schemes.

Figure 5: MS Word document template.

Presentation template:

Figure 6: Presentation template.



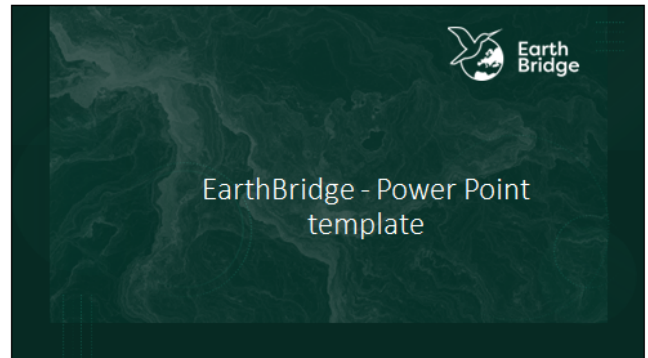
1



2



3



4

3. Communication & dissemination channels

EarthBridge will disseminate various digital and printed materials, such as the project website, (a) promotional roll-up, posters, slides and leaflets presenting the project concept and achievements. The project identity supports a consistent visual and verbal project look and feel, increasing the recognition of the project.

The effective communication and dissemination of the project's actions and outputs / results / products throughout the project requires – apart from a broad range of tools - some additional channels, existing or new ones, to be created by the partners,

It is worth mentioning that the partners involved in EARTHBRIDGE have already been active in the use of the created communication and dissemination channels, having taken advantage of them in the most efficient way in order to achieve the outstanding dissemination of the project's activities and planned and/or implemented events.

Examples of those channels and activities can be found in Section 4.2 below.

Communication media/channels

Communication *materials* can generally encapsulate one or more *messages*. The *materials/messages* can then be transported through various *media* or *channels*.

Table 2 Overview of the most appropriate communication media for reaching the identified stakeholders. This is an indicative analysis at an early stage of the project and serves to visualize the possibilities.

Stakeholder	Stakeholder Advisory Board	E-Newsletter	Website	OA Publications in Scientific Journals	Presentations, talks at conferences, symposia	Workshops	Direct Communications	Networking/info exchange	Social Media & Networks
Channel									
General Public		✓	✓						✓
National Institutions	✓	✓	✓	✓	✓	✓			✓
Policy Makers	✓	✓	✓			✓	✓	✓	✓
Researchers from universities			✓	✓	✓	✓	✓	✓	✓
Private Sector	✓	✓	✓				✓	✓	✓

Table 3: Stakeholders and communication channels most likely to reach them

Project website

The project website is maintained within Task 4.2. It will be the main access point for communication of project activities and public materials for external stakeholders.

The project website has been designed to:

- present EarthBridge to external stakeholders;
- describe the main objectives and the structure of the project;
- present the consortium partners in the project;
- engage stakeholders by providing links to other project communication channels, such as social media (Facebook, Twitter, Instagram);
- share information about project progress and provide downloadable public documents/deliverables.

The structure of the EARTHBRIDGE website was elaborated by CZU (WP4 and Task 4.2 leader), in communication and coordination with all project partners, as mentioned above. It includes a main horizontal menu (Figure 7), as well as

links to the various social media accounts of the project (top right of the homepage).

The main (horizontal) menu includes the following separate sections:

- ⇒ About
- ⇒ Events
- ⇒ Library
- ⇒ Contact

Below are screenshots of the EarthBridge website:



[Project Overview](#)

[About](#)

[People](#)

Project Overview

- Building bridges between Earth observation and Environmental sciences
- Building bridges between universities
- Building bridges between Earth and Space

Earth Observation (EO) has created new opportunities for regularly obtaining standardised information useful for environmental research and nature conservation.

Within this context, **EarthBridge** aims to develop and further improve environmental EO tools that are robust, transferable, and applicable across disciplines and landscapes.

EarthBridge brings together EO and environmental sciences expertise to bridge the existing gaps between these two disciplines at educational, practical, and governmental levels.

Through the twinning of the *Czech University of Life Sciences Prague (CZ)* and two internationally-leading universities: *Technische Universität Dresden (DE)*, and *Alma Mater Studiorum – Università di Bologna (IT)*, EarthBridge activities will ensure knowledge transfer and exchange by developing new methods and training new professionals in environmental EO.





About the project

EarthBridge – Building Bridges between Earth Observation and Environmental Sciences aims to develop and further improve environmental EO tools that are robust, transferable, and applicable across disciplines and landscapes. The project brings together EO and environmental sciences expertise to bridge the existing gaps between these two disciplines at educational, practical, and governmental levels.

EarthBridge is focused on the development and application of methods for monitoring, restoration, and conservation of biodiversity in agricultural landscapes.

Through the twinning of the *Czech University of Life Sciences Prague (CZU)* and two internationally-leading universities: *Technische Universität Dresden (TUD)* and *Alma Mater Studiorum – Uniwersytät di*

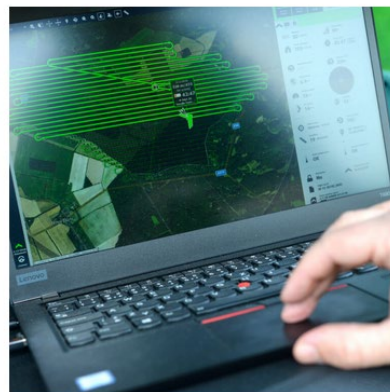
Bologna (UNIBO), **EarthBridge** aims to further improve the use of environmental EO tools by a wider community.

EarthBridge is a three-year project starting in January 2023. **EarthBridge** activities, grouped into five work packages (WPs), will ensure knowledge transfer and exchange by developing new methods and training new professionals in environmental EO.

Background

Earth Observation (EO) has created new opportunities for regularly obtaining standardised information useful for environmental research and nature conservation.

The full use of EO for tackling current environmental challenges is still limited due to a lack of EO experts with environmental sciences background and general public awareness of the potential of EO to support environmental policies implementation.



People



WP1: EarthBridge research project

WP leader: Vítězslav Moudrý

The participants to WP1 discuss and exchange knowledge and know-how to integrate their scientific expertise and develop approaches to be tested at different scales.

This WP aims at:

- assessing the potential of and integrate different environmental sensing approaches to quantify and assess biodiversity in agricultural landscapes
- delivering important research outputs in the field of environmental EO through joint and interdisciplinary research work
- producing material for engaging local and regional stakeholders

WP2: Scientific and management excellence of CZU

WP leader: Duccio Rocchini

WP2 deals with increasing the number and quality of CZU publications in the field of environmental sensing and EO and with improving proposal writing and project management to increase the success rate.

This WP aims at:

- organising workshops to gain insights into the partners' research activities, strengthening the CZU network in environmental EO and exploring the opportunities for future joint projects
- providing scientific and administrative training and short-term staff exchanges to enhance knowledge exchange, and create new professional partnerships



WP3: Targeted promotion of early-career researchers

WP3 leader: Anna Cord

WP3 focuses on early-career researchers' training and stimulates networking among institutions.

This WP aims at:

- strengthening the research skills and experience of early-career researchers through a synthesis project, joint mentoring with EarthBridge partners, and short-term exchanges.
- preparing a study programme focused on environmental EO at CZU and increasing the number of CZU double degree agreements and ERASMUS agreements

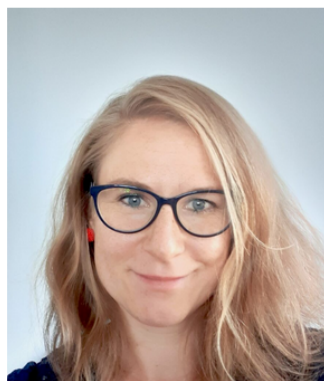
WP4: Communication and Dissemination

WP4 leader: Kateřina Hájková

WP4 focuses on disseminating the project activities and outcomes to the scientific community, the stakeholders, and the general public.

This WP aims at:

- maximising the project's visibility and informing on its goals, achievements, impacts and results (in printed form, online, and in-person at selected events)
- making the developed training material accessible, especially for early-career researchers
- establishing the Stakeholder Advisory Board
- organising a final dissemination workshop at the EU level in Brussels



WP5: Coordination and Management

WP5 leader: Ema Trkalová

WP5 deals with the general management and coordination of the project and is connected to all other WPs.

This WP aims at:

- coordinating the activities between WPs and within the project as a whole
- organising consortium meetings
- monitoring and ensuring progress and successful completion of the project, managing risks and mitigation, and reporting to the EC

Figure 8: EarthBridge homepage (www.EarthBridge.eu)

Social Media (Facebook, Twitter, Instagram)

Nowadays social networks are some of the most effective communication channels. CZU, as leader of WP4 is responsible for the development of the EarthBridge Twitter account. The Instagram and Facebook accounts will be used within CZU accounts as these accounts have a large number of followers. The respective social media accounts for the project have been created, with the following links:

Means of D&C	Account/Url	Responsible
Web Site	https://EarthBridge.eu/	CZU
Twitter	https://twitter.com/EarthBridgeEU	CZU/TUD/UNIBO
Facebook	https://www.facebook.com/fzp.cz	CZU
Instagram	https://www.instagram.com/fzp_czu/	CZU

Table 3: Dissemination platforms, EarthBridge links and responsible partners for operation

CZU is responsible for the management and monitoring of the social media accounts and regular updates with the constant cooperation and feedback from project partners: each partner contributes to the social networks both by channelling (forwarding, re-tweeting, etc.) posts and submitting useful and interesting material, relevant to the project's scope and context. Already many interesting posts have been uploaded and / or posted to the social media accounts since the beginning of the project and this dynamic is continues.

In addition, EarthBridge – through its social network accounts – is following other existing social networks that deal with the issues of Biodiversity, Earth Observation, Remote sensing and others (e.g., @GeoSensors_TUD; @EnvRS_TUD)

In social media related to the EarthBridge project we use the hashtag #EarthBridgeEU to making it easier for others to find and follow specific EarthBridge topics. It also increases the discoverability of content. This helps researchers/institutions to connect with an EarthBridge team.

Some representative and recent screen shots of the EarthBridge social media accounts are presented below:

 **Fakulta životního prostředí - ČZU v Praze**
13. dubna · 🌐

PROJEKT EARTHBRIDGE STARTUJE!

🗨 Na počátku tohoto projektu navštívila prof. Petra Šímová z [Katedra prostorových věd / Department of Spatial Sciences](#) prof. Duccio Rocchini z partnerské univerzity [Alma Mater Studiorum - Università di Bologna](#).

? Cílem setkání byla realizace některých částí projektu, jež má zvýšit excelentní výzkumnou kapacitu ČZU na poli dálkového průzkumu Země.

👉 Spolupráce s [Alma Mater Studiorum - Università di Bologna](#), [TU Dresden](#) je první ze série výměn ml... [Zobrazit víc](#)



👍❤️ Vám, Vítěk Moudrý a 12 dalším

👍 To se mi líbí 💬 Okomentovat ➦ Sdílet 🗨

CZU Facebook account "screenshot"



EarthBridge @EarthBridgeEU · Mar 21

The @EarthBridgeEU project has been launched 🎉! This project will enable sharing experiences among #EarthObservation 🌐 scientists in Czechia @kpv_fzp, Germany @EnvRS_TUD, and Italy @Unibo.



Duccio Rocchini and Matthias Forkel

🗨️ 1 🔄 4 ❤️ 7 📊 692 📤

← **EarthBridge**
4 Tweets



Edit profile

EarthBridge

@EarthBridgeEU

📍 Prague/Dresden/Bologna 📅 Joined February 2023

5 Following 23 Followers

Tweets Replies Media Likes

🔄 You Retweeted



Robert Krüger @RKruegerGSS · May 12

Two days out in the Biosphere Reserve Upper Lusatian Heath and Pond Landscape supporting @BarrassoC in her study on exploring the potential of UAV for farmland #biodiversity monitoring. #dronetoday



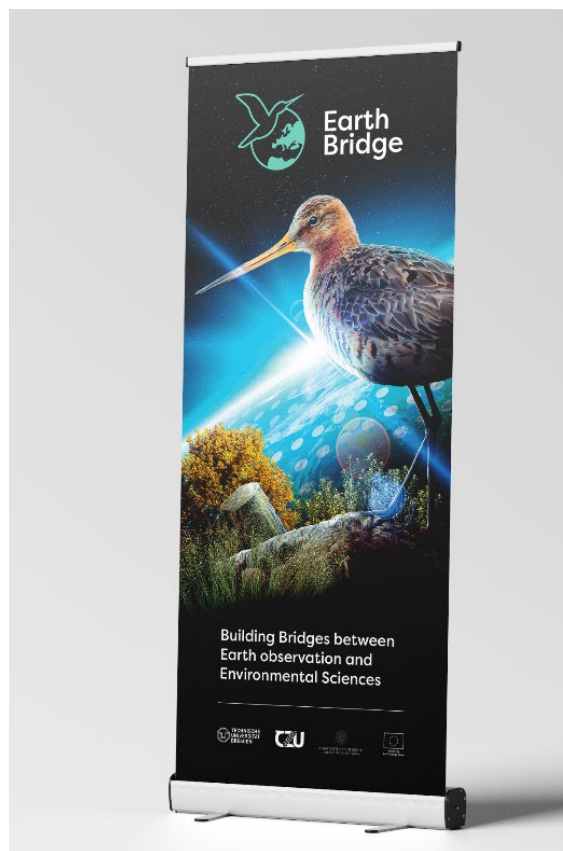
Twitter account @EarthBridgeEU

All partners share project news via their own social media resources and networks. The dedicated EarthBridge social media accounts are managed by CZU as the WP4 leader. CZU prepared a media package that encompasses the creation and maintenance of the project website and social media channels. As part of this engagement, some guidelines for the use of social media were developed, which are given in Section 4.

Project Dissemination materials

All EarthBridge printed and online promotional materials have been produced as part of task (D 4.3). CZU has prepared an EarthBridge project flyer. The flyer contains a short summary of the project, its main objectives, and a list of partners. To make the EarthBridge project visible, posters/roll-ups in English have been created by CZU to be displayed at national and international events.

Samples of dissemination materials are shown below:



EarthBridge roll-up Figure No. 1

EARTHBRIDGE

Building Bridges between Earth observation
and Environmental Sciences

FIND OUT MORE



Funded by
the European Union



earthbridge.eu



@EarthBridgeEU



fzp.czu.cz



fzp_czu



Earth
Bridge



EarthBridge is a three-year project starting in January 2023 and lasting 36 months. Project ID: 101079310. Project is financed by the European Union under the call HORIZON-WIDERA-2021-ACCESS-03

EarthBridge aims to develop and further improve environmental EO tools that are robust, transferable, and applicable across disciplines and landscapes. The project brings together EO and environmental sciences expertise to bridge the existing gaps between these two disciplines at educational, practical, and governmental levels.

Project activities are grouped into five work packages (WPs), will ensure knowledge transfer and exchange by developing new methods and training new professionals in environmental EO.

EarthBridge is focused on the development and application of methods for monitoring, restoration, and conservation of biodiversity in agricultural landscapes

EarthBridge enables the twinning of the Czech University of Life Sciences Prague (CZU), Technische Universität Dresden (TUD) and Alma Mater Studiorum - Università di Bologna (UNIBO).

Partners:



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



EarthBridge
Building Bridges between Earth Observation
and Environmental Sciences



Flyer version No. 1

Project team



Vítězslav Moudry
Project coordinator
WP 1 Research project
CZU



Duccio Rocchini
WP 2 Scientific excellence
UNIBO



Anna Cord
WP 3 Early career researchers
TU Dresden



Kateřina Hájková
WP 4 Communication
CZU



Emílie Trakalová
WP 5 Project management
CZU

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www.earthbridge.eu



[@EarthBridgeEU](https://twitter.com/EarthBridgeEU)



fzp.czu.cz



[fzp_czu](https://www.instagram.com/fzp_czu)



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EarthBridge
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EarthBridge


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EarthBridge enables the twinning of the *Czech University of Life Sciences Prague (CZU)*, *Technische Universität Dresden (TUD)* and *Alma Mater Studiorum - Università di Bologna (UNIBO)*.

EarthBridge is a three-year project starting in January 2023. Project activities are grouped into five work packages (WPs), it will ensure knowledge transfer and exchange by developing new methods and training new professionals in environmental EO.

 earthbridge.eu

 [@EarthBridgeEU](https://twitter.com/EarthBridgeEU)

 [fzp.czu.cz](https://www.facebook.com/fzp.czu.cz)

 [fzp_czu](https://www.instagram.com/fzp_czu)



EarthBridge poster

Communication resources offered by the European Commission

The European Commission offers a host of communication resources that can be leveraged by EU-funded projects for communication purposes. Below is a non-exhaustive list. EarthBridge will consider whether to utilise these resources based on timing, message, and actual availability of the resource.

Europe in My Region

European Union-wide campaign in the form of a photo and a blogging contest aiming to familiarise the citizens with European projects

http://ec.europa.eu/regional_policy/en/policy/communication/euinyregion/

EC Horizon magazine

Newsletters published by the European Commission for different research areas

<https://horizon-magazine.eu/>

<https://www.euronews.com/programs/futuris>

Networking

The participation of one or more partners to any event that takes place either within EarthBridge or externally shall be considered and exploited as a “networking” opportunity for the establishment of new connections in the field addressed by the project. All project partners have been provided with the produced flyers, posters and other informational material which have been distributed.

Stakeholder Advisory Board (SAB)

SAB has been established during the Kick-off meeting in Prague (24 January 2023) and it aims to contribute to EarthBridge activities and improve the project's level of research, innovation and outcomes. The group of Stakeholders consists of 7 representatives of policy-makers, national decision-making institutions, universities, and the private sector.

SAB representatives:

Jiří Nemeškal (Central Bohemian Innovation Centre)

Veronika Jeniková (Association of Private Agriculture)

Karel Chobot (Nature Conservation Agency of CR)
Markéta Hendrychová (Regional Office Ústí and Labem)
Kateřina Zímová (landscape ecologist and independent consultant)
Dušan Romportl (Charles University Prague)
Miroslav Havránek (The Czech Environmental Information Agency (CENIA),
National secretariat of Copernicus)

SAB will attend the EarthBridge meetings, guide project activities to meet their needs, provide feedback on the project's interim outputs, and will be involved in the implementation of the dissemination, exploitation, and communication plans through three advisory board meetings.

Continuous communication actions reporting

A communication report available in the file hosting service area opened for the project will be kept continuously updated by all partners. It will contain, in a tabular form, the list of all dissemination and communication actions carried out by each partner and the planning of the future actions. More precisely, for each individual action the following information will be reported (whenever applicable).

In the following Tables 1 & 2, all the media and press activities as well as the dissemination activities of EarthBridge project are presented, as implemented by each one of the project's partners.

Table 1: Media and press activities of the EarthBridge project (online article, tweets, etc.)

Responsible partner	Date	Type of media (radio, TV, article etc.)	Title	Public outreach	Proof
CLUS	01.01.2023	Web	Posting of the Project Information on CLUS web	n/a	https://www.fzp.czu.cz/en/r-9411-projects-and-partnerships/r-9880-projects/r-18899-earthbridge-building-bridges-between-earth-observation-and-environmental-sciences
CLUS	21.03.2023	Twitter	EarthBridge Twitter account launch		https://twitter.com/EarthBridgeEU

Table 2: Dissemination activities of the TRACER project (presentation, distribution of flyers, poster presentation, etc.)

Responsible partner	Date of activity & Location	Type of dissemination activity (name of person)	Name of event	Title of presentation, article, etc.	Public outreach (Nr of participants, etc.)	Proof
CLUS	27.6.2023	Ema Trakalová	EarthBridge Workshop in Bologna	Roll-up	n/a	

4. Dissemination Plan

Effective dissemination is an important part of successful high-impact research, whenever the project involves multiple groups of academic and non-academic partners and audiences. The main purpose of the dissemination strategy is to provide a systematic approach for the dissemination activities planned in the project. This involves setting dissemination goals, selecting the appropriate stakeholders, identifying appropriate media and events at which to disseminate, and generally to provide a guideline on the overall approach to dissemination for project partners. Recording dissemination activities and assessing the effectiveness of the dissemination measures rounds off the approach.

Goals and Objectives

Recalling the definition of Dissemination, which means sharing results with potential users –be it in research, industry, or in policy-making domain– the dissemination goals for EarthBridge are to:

1. Share new scientific aspects or discoveries in the project with the scientific community or other interested stakeholders (e.g., other projects)
2. Obtain feedback from the stakeholders,
3. Leverage communication measures that support the dissemination activities, where appropriate
4. Ensure that dissemination activities do not preclude or limit the possibilities for exploitation.
5. Put in place project procedures for dissemination activities that the partners can refer to.
6. Document dissemination activities for reporting purposes and to measure the impact and efficacy of the measures used.

An effective dissemination strategy will bundle input from the whole EarthBridge project team across the lifespan of the project and will raise awareness of EarthBridge at national and international levels.

Conclusions

This document describes the plan for EarthBridge dissemination and communication activities.

Section 2 gave an overview of the systematic approach to communication that is adopted by EarthBridge. Communication has been considered as part

of the larger integrated thematic group of communication, dissemination and exploitation. In this document, we have considered communication as a project activity that serves the purpose of communicating about the project and results in a general manner and supports the more specialised activities of dissemination and exploitation.

In Section 3, we explained that, for EarthBridge, dissemination is an integral part the activities of which are distinct but also partially overlap with each other. Dissemination is important for making the project results accessible to other potential users outside the consortium and increasing the visibility of the project. Care will be taken to ensure that dissemination does not preclude the possibility to protect results and use them in the context of Exploitation.

In terms of follow-up, a review of actual dissemination and communication activities will be given in the project deliverables D4.6 (due month 17) **Updated Plan for communication, dissemination and exploitation** and D4.7 (due month 36) **Final Plan for communication, dissemination and exploitation**.